# FINER FLAVOURED MILK DISHES

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# FINER FLAVOURED MILK DISHES

Many housewives do not know how much difference the milk they use can make in their cooking.

They would be amazed to see how much better all their milk dishes become when made with Libby's Evaporated Milk.

For this milk from famous pasture lands gives to everything in which it is used a greater richness, a creamy smoothness and a flavour that is noticeably finer and more delicate.

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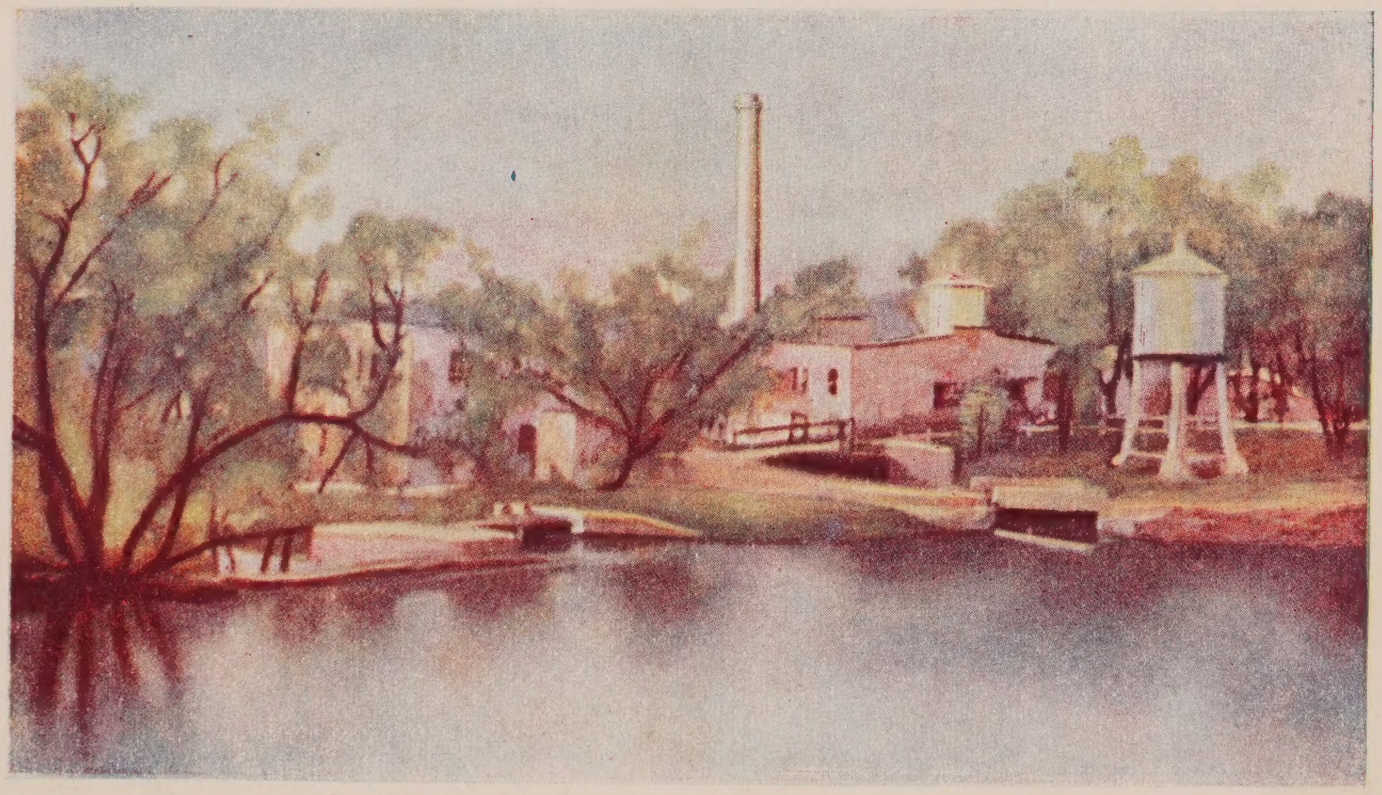


One of the twenty-two Libby milk condensaries—this one at Whitewater, Wisconsin

# Another happy result of the Libby idea

Fruit from the Golden West, Olives from Spain, Salmon from Alaska—and now—

Milk from the heart of America's famous dairy districts !

Libby's Evaporated Milk is another happy result of the idea that Libby has applied so successfully to many other foods—the idea that the finest flavoured foods, wherever grown, could be sent to every home throughout the world by packing them right where they are produced, and at the moment they are freshest and finest.

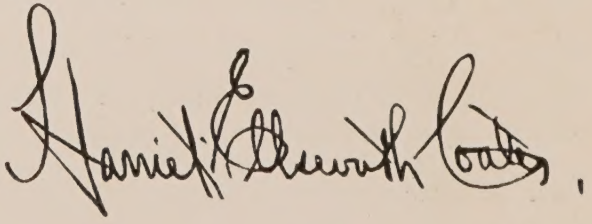
No longer need you be satisfied with any grade of milk that happens to be produced near your community. Though you may live a thousand miles away, Libby brings you the rich yield of dairy lands that have become famous for their fine milk.

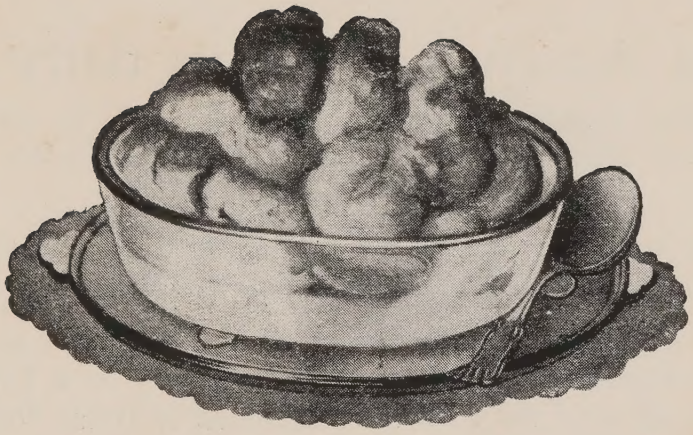
In coffee, tea, cocoa, or in any of the countless dishes that depend for their success on the quality of the milk with which they are made—you will appreciate the finer flavour that Libby's Evaporated Milk gives. Cream soups, cream sauces, puddings, cakes, frozen sweets—everything in which you use this rich milk becomes noticeably more appetising.

# The milk that cooking experts prefer

Those who know prefer Libby's Evaporated Milk. Mrs. Harriet Ellsworth Coates, widely known in the United States as an expert practical cook, is most enthusiastic about it. She writes :

> " It was when I found what a delightful flavour Libby's Evaporated Milk gives to coffee that I first fully appreciated it. I understood at once why so many people prefer it to any other milk or cream for coffee.
>
> " Used in any cream soups, potato, tomato celery, it lends a rich quality, a subtle flavour, and goes so far ! All cream sauces for meat, fish or vegetables are noticeably smooth and fine flavoured when made with Libby's Evaporated Milk. It adds a new, delicious flavour to all your creamed foods.
>
> " A cake I made with Libby's Evaporated Milk was one of the best I ever tasted. It was light and fine-grained, the crust was more crisp and sugary-tasting than usual and the cake throughout was even-textured and tender."





## A new cream sauce that requires no butter

This cream sauce is delightful on any meat or vegetable. No butter is required and yet it is rich and smooth and wonderfully easy to make.

Scald 1 cupful Libby's Evaporated Milk, then add 1 heaping *teaspoonful cornflour mixed with ¼ cupful cold water. Cook until thickened and season to taste. Serve with cauliflower, or any other vegetable.

This sauce can be varied by adding chopped parsley, capers, shrimps, anchovy essence, or some Libby's Tomato Catchup.

## Eggs Epicure—for Sunday night suppers

6 hard-boiled eggs
2 cupfuls Libby's Evaporated Milk
¼ cupful cold water
2 heaping teaspoonfuls cornflour
½ teaspoonful salt
¼ teaspoonful dry mustard

Scald milk, add water, cornflour and the salt and mustard all mixed together, and cook ten minutes over hot water. Cut hard-boiled eggs in uniform slices and heat in this sauce. Serve on toasted bread. Serves six.

## The best chicken pie you ever tasted

1½ cupfuls cold boiled chicken, cut in dice
¾ cupful Libby's Evaporated Milk
¾ cupful stock in which chicken was cooked
1 tablespoonful flour
½ teaspoonful salt

Scald milk and stock. Add flour and salt, mixed smooth with a little water. Cook until smooth. Add chicken and season with one teaspoonful chopped parsley, or a little celery and cayenne.

Line 5 small tart pans with pie crust and fill with chicken mixture. Cover top with crust and bake in a quick oven. Serve with green peas and a white sauce made of one cupful of Libby's Evaporated Milk cooked with one teaspoonful cornflour and ¼ teaspoonful salt. Serves five.

* Note: All measurements are level unless otherwise specified.

# From America's famous dairy lands

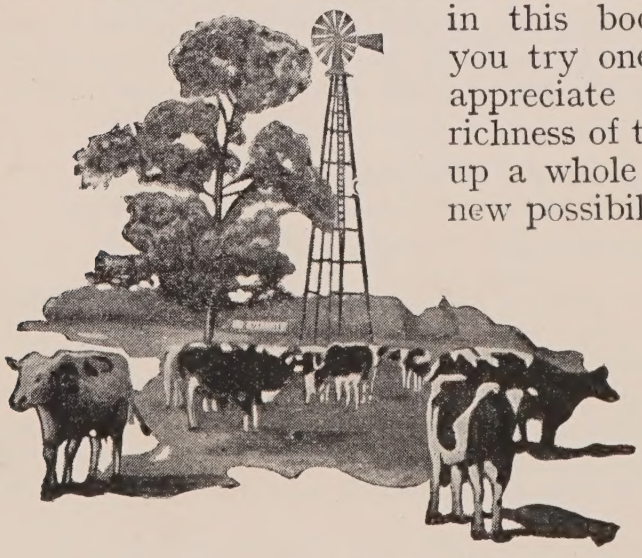
The chief reason Libby's Evaporated Milk gives such wonderful results in cooking is because it is so rich and creamy.

Did you ever visit a famous dairy district and taste a glass of the milk produced there ? That is the Libby kind of milk.

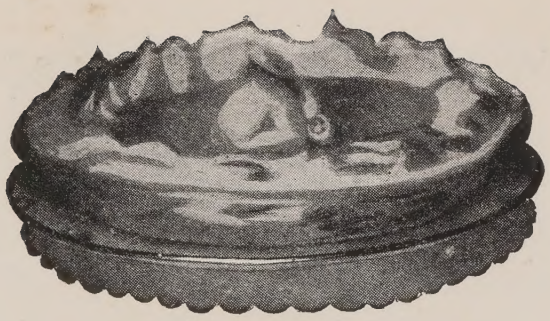
And all of Libby's Evaporated Milk is selected as the best milk of that particular district ! Never is a Libby condensary allowed to grow so large that it must take any of the poorer milk from the surrounding countryside ; instead, the constantly increasing demand for this finer milk has led Libby to establish more and more plants. Each right in the heart of one of America's most famous dairy districts.

So rich is Libby's Evaporated Milk that to reduce it to the consistency of ordinary milk you dilute it half-and-half with water. For coffee, cocoa, or wherever your recipe calls for cream, use Libby's Evaporated Milk undiluted.

It is this delightful richness that has enabled Libby's chefs to work out all the butter-and-cream-saving recipes given in this booklet. The minute you try one of them you will appreciate how the unusual richness of this milk has opened up a whole range of delightful new possibilities in cooking !



Fine herds of superior, inspected cows are chosen for Libby's Evaporated Milk—herds that are pastured, housed, fed, cared for and milked according to the most sanitary and up-to-date methods.



## Cream pie or tart

1 cupful Libby's Evaporated Milk
1 cupful water
½ cupful sugar
¼ teaspoonful salt
2 tablespoonfuls cornflour
2 eggs
1 teaspoonful vanilla

Cook milk, water, sugar, salt and cornflour in double saucepan until thick. Add yolks of eggs beaten until very light and cook five minutes. When cool add vanilla and beat until light. Fill baked pie-crust shell with cream filling, frost with white of eggs beaten stiff with one tablespoonful sugar. Brown in oven.

## When you want something especially good, make this apricot tart

1 cupful stewed dried apricots
¾ cupful sugar
1 cupful Libby's Evaporated Milk
2 eggs
2 teaspoonfuls lemon juice
1 tablespoonful cornflour
¼ cupful water

Scald milk in double saucepan. Add sugar and cornflour moistened with the water. Cook until thick. Add apricots strained through a sieve. Then the beaten egg yolks. Let cook five minutes. When cool add lemon juice, and pour into baked tart shell. Frost with the beaten whites of the eggs mixed with one rounded tablespoonful of sugar, and brown in a slow oven.

## Tapioca pudding

2 ozs. seed pearl tapioca
Pinch of salt
½ pint water
1 oz. sugar
½ pint Libby's Evaporated Milk
A grate of nutmeg or vanilla essence

Put the tapioca into a pudding dish with the salt and sugar, milk and water. Grate a little nutmeg over. Stir well, then place in a moderate oven for two hours. Stir frequently until the pudding begins to thicken. When the tapioca is soft and clear and has become creamy, it is ready. This makes a very creamy pudding.

Any milk pudding can be made like this, using the above proportions.

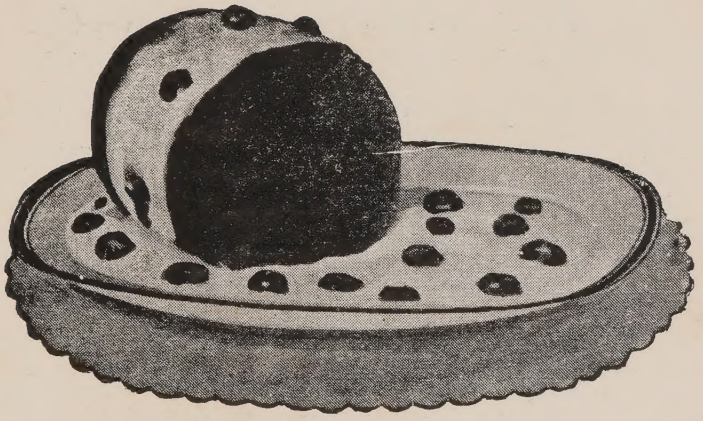
# Always pure and safe

Libby's Evaporated Milk—a fine pure milk to begin with—is guarded with the utmost care. It is so perfectly sterilized that it keeps pure and wholesome indefinitely.

The process of evaporation more than *doubles* the food value of Libby's Evaporated Milk, because it removes more than half the natural moisture but leaves all the valuable solids.

Libby's Evaporated Milk is also an unusually well-balanced food, because instead of containing only a high percentage of butter-fat (as ordinary cream does) it is also high in proteins, in carbohydrates and in valuable minerals.

After milking, the milk is brought to the Libby condensaries in clean, tightly closed cans. Every care is taken to insure the perfect purity of Libby's Evaporated Milk



## Chocolate sponge pudding

2 ozs. margarine
2 ozs. ground rice
1 teaspoonful baking powder
2 eggs
Vanilla essence
2 ozs. sugar
2 ozs. flour
2 ozs. cocoa or chocolate powder
Pinch of salt

Rub the flours, and cocoa or chocolate powder, pinch of salt and baking powder through a sieve. Cream the margarine and sugar, add the eggs one by one, beating each in well. Stir the flour mixture gradually and lightly to this, adding a very little of Libby's Evaporated Milk if the mixture is too dry (it should drop heavily from the spoon). Add the vanilla essence and put all into a small well-greased rather high round cake tin. Cover with greased paper, put into a steamer and steam 1½–2 hours.

*To dish.*—Turn the pudding out of the tin, trim the ends and turn it like a drum on to a dish. Coat the centre with custard sauce and pour sauce round. Decorate with slices of bananas, which can be coloured with a feather or brush dipped in cochineal.

*For the custard.*—1 dessertspoonful of custard powder, 1 gill of Libby's Evaporated Milk, 1 gill of water, 1 teaspoonful of sugar, vanilla essence.

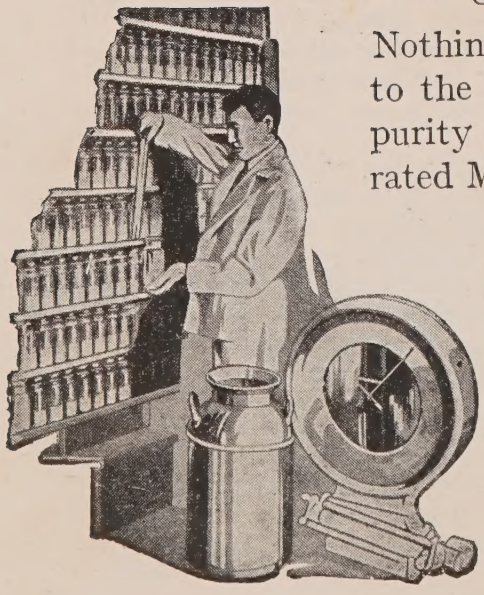
Mix the milk and water together. Blend the custard powder with a little, put the remainder into a saucepan and bring to a boil. When boiling pour on to the blended powder, stirring all the time, add the sugar, return to the pan and stir until boiling, flavour with a few drops of vanilla, and coat the centre of the pudding with this carefully. Pour the remainder round.

And when it comes to *purity*—that cardinal requirement of safety in milk—Libby's Evaporated Milk is absolutely dependable. The Milk is selected, evaporated and sterilized by a special Libby method—and every step of the process is under the watchful eyes of Libby experts.

All the Libby condensaries are models of immaculate cleanliness. Every housewife would enjoy a sight of the great gleaming copper kettles, the sparkling glass receptacles, the polished metal tubes—all so spotless and clean !

And after being evaporated the milk is canned without coming in contact with the air ; and then made perfectly sterile by heating to a high temperature.

Nothing is a matter of more direct concern to the health of any community than the purity of its milk supply. Libby's Evaporated Milk can always be trusted !



A sample of every lot of milk received is subjected to a chemical test to see that it meets the exacting Libby standards.

# Especially good in beverages

Only when you learn the *delightful* flavour Libby's Evaporated Milk gives coffee can you truly appreciate it! Thousands and thousands of particular people have discovered how creamy and rich it is, and are now enjoying it every morning—at half the cost of cream!

When you make the children's cocoa with Libby's Evaporated Milk they will want two cups—it is so wonderfully smooth and rich, besides being much more nourishing. Try it in tea, too—you will be enthusiastic at the "character" and flavour it gives!

## They will want mo
## tempting pudd

Bring 1 breakfast cupful of Lib
Milk and 1 breakfast cupful of
boil in a double saucepan. Mix
cornflour with a little cold water
milk, cook until smooth and vel
cupful of sugar and grated rind of
ten minutes. Turn into a mould
with cold water. Serve when ver
with very thin slices of orange.

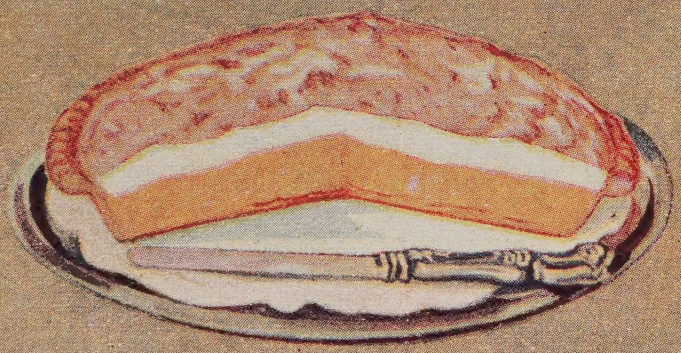
## Rice pudding

½ cupful rice
2 cupfuls Libby's Evaporated Milk
2 eggs
¼ teaspoonful salt
½ cupful sugar
1 cupful raisins (stoned preferred)
1 teaspoonful cinnamon
¼ teaspoonful lemon essence

Wash rice and boil until soft in six cupfuls of water. Drain in colander and rinse with cold water. (Save water in which rice was boiled for making soups.) Scald milk in double saucepan, add sugar and salt, then the beaten yolks of eggs. When thickened mix with seasoning, rice and raisins, which have been cooked in a little water for half-an-hour. Fold in the beaten whites of the eggs, and pour in buttered baking dish. Set dish in pan of hot water and bake in a slow oven until firm. Delicious hot or cold. Finely chopped dates may be substituted for the raisins if desired. Serves eight.

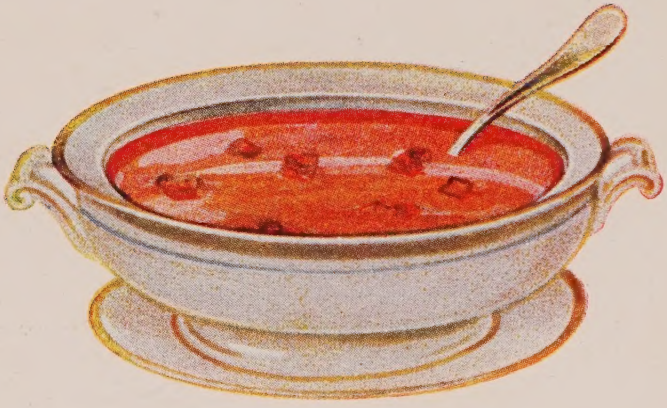
## A new pie

**Scald 1 breakfast cupful of Libby's Evaporated Milk and ½ cupful water in a double saucepan. Add one heaping tablespoonful cornflour, mix with ¾ cupful sugar and a pinch of salt, and cook until thickened. Stir in ½ cupful cocoanut (fresh, grated or dessicated), and the yolks of two eggs beaten with a tablespoonful of water until very light. Cook 5 minutes. When cool add 1 teaspoonful vanilla essence and put in baked pastry shell Beat the whites of eggs to a stiff meringue, adding 1 tablespoonful of sugar, cover the pie with it. Brown in slow oven.**



## New chocolate ice-cream

Cook beaten yolks of 2 eggs, 1½ cupfuls Libby's Evaporated Milk, 1½ cupfuls water, 1 cupful sugar, and a pinch of salt in a double saucepan until thickened. Melt three heaping tablespoonfuls grated chocolate, add to the mixture, and beat with egg beater until thoroughly blended. When cool add 1 teaspoonful vanilla and the stiffly beaten whites of the eggs, put in freezer, and freeze. Exceptionally smooth and velvety. Serves six.



## ALL CREAM SOUPS ARE RICHER WITH LIBBY'S EVAPORATED MILK!

### Cream of Tomato soup

2 cupfuls Libby's Evaporated Milk
¼ cupful cold water
1 rounded teaspoonful cornflour
½ teaspoonful salt
¼ teaspoonful sugar
Dash cayenne pepper
2 cupfuls strained tomato
1 teaspoonful minced onion
¼ teaspoonful bi-carbonate of soda

Scald milk. Add salt, sugar, cornflour and cayenne, mixed with ¼ cupful water. Cook onion with tomato ten minutes, strain—add soda and mix with the thickened milk. Serve immediately with *croutons. Serves six.

### Cream of Potato soup— better than you've ever made before

1 cupful mashed potatoes
2 cupfuls Libby's Evaporated Milk
1 tablespoonful finely minced onion
½ teaspoonful salt
1 teaspoonful chopped parsley

Cook all ingredients in double boiler for ten minutes. Strain, sprinkle with chopped parsley and serve. Will make four portions.

### Bean soup

2 cupfuls Libby's Evaporated Milk
2 cupfuls water
2 cupfuls cold cooked beans (or peas)
2 teaspoonfuls finely chopped onion
Salt—cayenne pepper

Scald milk and water in double boiler. Add beans mashed to a pulp, the onion, a dash of cayenne and salt to taste. Let cook ten minutes, strain and serve with *croutons. Serves six. Libby's Evaporated Milk makes all cream soups so rich and smooth your family will want second helpings!

*Note.—Croutons, small dice of fried bread.

# Children should get more milk, say the specialists

For years there has been a good deal of agitation about milk purity—but recently milk has been coming prominently into public notice in another connection. And this is the supreme and vital importance of milk diet of children.

Children's specialists are impressing on us more and more the fact that the diet of children *must* include a generous amount of milk. It is the one food which contains *all* of the elements needed for the health and growth of the child.

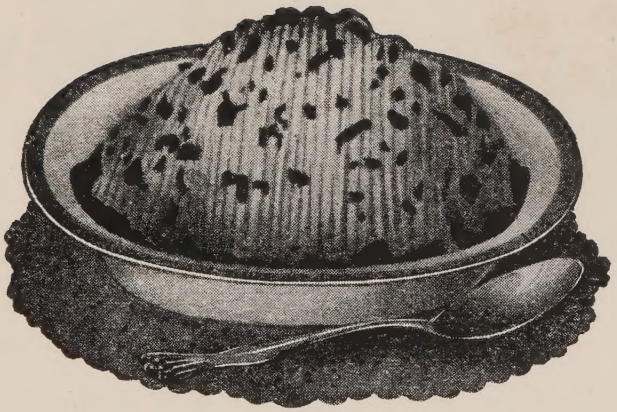
> " And besides all this nourishment, milk contains .....substances now thought to help the body of the child to make good use of other foods. For this reason milk is often called ' growth promoting.' Apparently nothing can serve so well as the basis for the diet of the healthy child." (Quoted from " The Pre-school Age," one of the bulletins issued by the Children's Bureau of the U.S. Dept. of Labour.)

> " That milk is so essential to health and growth in childhood and youth is not merely because of its structural proteins and mineral salts, its fuel fat and sugar, and its stimulating vitamines, but because of the *balanced* relations between these, and because of its easy digestibility. That is why it is essential that every household in which there are children

should be a household in which there is milk in abundance." (From an article prepared by the United States Food Administration, published in the Literary Digest, May 25, 1918.)

The amount of milk which a child needs daily is given as a quart. Many children, however, do not like to drink such a large quantity of milk. It must be given to them in other ways—in milk soups, cream sauces, simple puddings, etc.

Among the recipes in this booklet you will find many which will help you get more milk into the diet of your children—recipes that are simple, practical and easy to prepare. And how your children will love them!



## Mashed potatoes—Virginia style

Your family will never be satisfied with ordinary mashed potatoes after having them this way! They're so fluffy! And they need no butter!

Boil the potatoes in their skins; when they are done, peel, drain, dry and mash them. Add Libby's Evaporated Milk, season with salt, pepper and nutmeg, and beat with a wooden spoon till they are light and white. Turn them into a vegetable dish, arrange neatly in a pile, mark with a fork and sprinkle over with chopped parsley.

## Try these scones for breakfast

1 egg
½ teaspoonful salt
2 heaping teaspoonfuls baking powder
1 cupful Libby's Evaporated Milk
1½ cupfuls flour
1 tablespoonful sugar

Beat egg with milk. Add salt, sugar and flour and beat for five minutes. Quickly stir in baking powder until thoroughly mixed. Bake in a quick oven. Makes 12 small or 8 large scones.

## Milk finger rolls

¾ cupful Libby's Evaporated Milk
¾ cupful warm water
2 tablespoonfuls sugar
½ teaspoonful salt
2 tablespoonfuls butter or margarine
1 cake compressed yeast

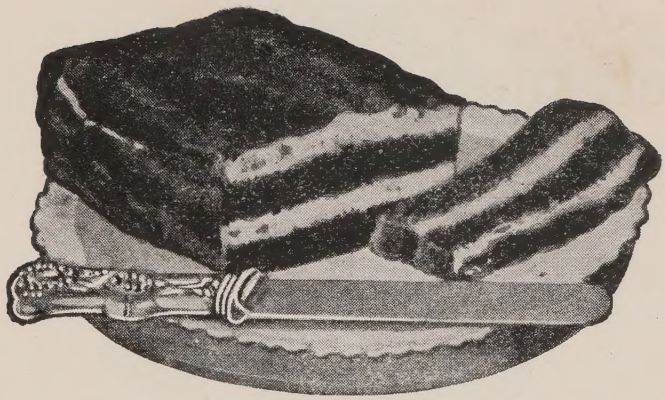
Mix together the milk, water, sugar, salt and butter; stir in the yeast mixed with ¼ cupful warm water and gradually add enough flour to make a dough stiff enough to knead on a board, then set it to rise. When sufficiently light, roll it out to about half an inch thick and cut and shape into finger rolls; put these into greased baking pan and allow to rise until double in bulk; brush them over with Libby's Evaporated Milk and bake in a hot oven. Makes 36 rolls.

# Sweet, pure milk—always on hand when you want it!

If you have never used Libby's Evaporated Milk, you will be amazed to find how good, how convenient and economical it is! Many women who first tried it in some emergency now use it always—they find it gives such satisfactory results.

There's no waiting for the milkman—you can always keep several tins on the shelf.

And there's less waste—a tin of Libby's Evaporated Milk will keep indefinitely before being opened—and after you have opened a tin you can use just what you need; the rest, put in a cool place, will keep several days.



## Rich, delicious cakes—and they require no butter!

You need no butter in these cake recipes—the thick creaminess of Libby's Evaporated Milk supplies so much richness! That makes them time-saving too—for you don't have the ten-minute fuss of "creaming" butter that ordinarily makes cake-making troublesome!

### Chocolate cake

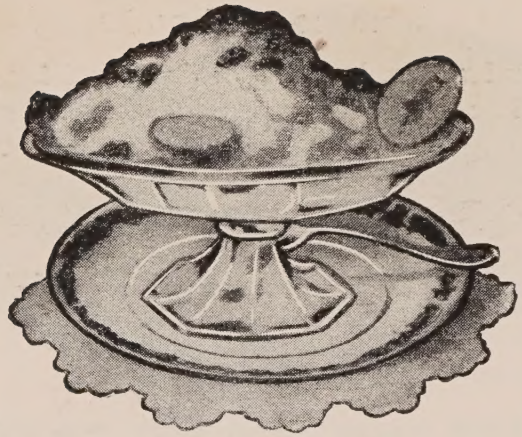
2 eggs
¾ cupful sugar
1 cupful Libby's Evaporated Milk
¼ teaspoonful salt
1 teaspoonful vanilla
1½ cupfuls flour
2 ozs. chocolate
3 teaspoonfuls baking powder

Beat yolks of eggs with milk until foamy. Add salt, sugar and vanilla and mix thoroughly. Then beat in one cupful of flour. Next the melted chocolate, then the half cupful of flour sifted with the 3 teaspoonfuls baking powder. Lastly fold in the beaten whites of the eggs and bake in a quick oven, in two layers.

Boil 1 cupful sugar with ⅓ cupful water until it threads. Pour on stiffly beaten whites of two eggs and beat with fork until it will hold its shape. Add 1 teaspoonful vanilla. Spread on each layer. Top with chocolate icing made of 1 cupful icing sugar, ½ teaspoonful vanilla, ¼ cupful Libby's Evaporated Milk and 2 tablespoonfuls melted chocolate—all beaten together till thick and smooth.

### Gold cake

Beat the yolks of 4 eggs. Add a pinch of salt, 1 cupful sugar, ½ cupful Libby's Evaporated Milk, 1 teaspoonful vanilla and ½ teaspoonful lemon essence. Mix thoroughly, then add gradually 1½ cupfuls flour and 2 heaping teaspoonfuls baking powder mixed together. Fold in the stiffly beaten whites of the eggs and bake in a moderate oven. When cool, frost with icing made of 2 cupfuls icing sugar, ⅓ cupful Libby's Evaporated Milk and 2 teaspoonfuls vanilla, all beaten till smooth.



## Libby's banana trifle

6 small stale sponge cakes
4 bananas
Whites of 2 eggs
2 gills Libby's Evaporated Milk
1 tablespoonful custard powder
Vanilla essence
Pinch of salt
1 oz. sugar
3 tablespoonfuls of Strawberry jam

Cut the sponge cakes in half and spread each half with the jam. Arrange them in a glass dish and pour over 2 tablespoonfuls of hot water flavoured with Liqueur Syrup or with Almond Essence. Mix the milk and water, blend the custard powder and pinch of salt with a little of it, put the remainder into a saucepan and bring to a boil, pour over the blended powder, add the sugar, return to the pan and stir until boiling, add the vanilla essence. Peel and slice 3 of the bananas, and place over the sponge cake. When the custard has cooled a little pour it over the sponge cakes. When cold and just before serving whip the whites of eggs to a stiff meringue, add castor sugar to taste and a little vanilla essence, and pile over the custard. Decorate with slices of the remaining banana.

## Baked custard

2 eggs
½ pint water
1 oz. sugar
½ pint Libby's Evaporated Milk
Nutmeg, or any flavouring essence liked

Put the milk and water on to boil, beat up the eggs and sugar, add the boiling milk gradually, stirring all the time. Turn into a greased pie dish, grate nutmeg over the top and bake in a slow oven till set. In place of nutmeg any flavouring essence can be added to this, before pouring it into a pie dish.

*Reasons for failure..*—If the oven is too hot the eggs curdle, the pudding must on *no* account boil, or it becomes watery and full of holes. When it sets it is cooked.

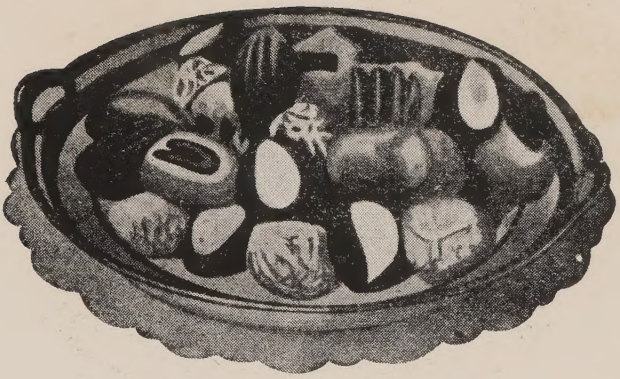
## Boiled custard

Moderate fire. Time : 10 to 15 minutes.

2 eggs
Sugar to taste
½ pint Libby's Evaporated Milk
½ pint water
Vanilla or any flavouring essence liked.

Boil the milk and water, beat up the eggs and sugar very well. Add the boiling milk to them gradually, stirring well Return to the pan and bring almost to a boil, stirring all the time. On no account let it boil or the eggs will curdle. Pour into a basin. Add the flavouring essence.

*To dish.*—When cold pour into custard cups or a glass dish.



## You never saw anything so easy to make as these sweets!

Never would you dream that sweets could be made at home so easily as this! It's no trick at all to make dainty bonbons, chocolates, stuffed dates—all kinds of fascinating sweets! Many of them don't even need cooking—which is a consideration.

Several are suggested here—you can easily think of others that can be made from the same foundation! The secret lies in Libby's Evaporated Milk—it's consistency happens to be just right to combine with the sugar.

### Cream fondant

Libby's Evaporated Milk
Icing sugar
Flavouring

Sift 2 cupfuls icing sugar, add Libby's Evaporated Milk until a paste is formed that can be handled. Work this with the hands until creamy. Flavour with any preferred flavouring.

## Chocolate creams

Form the flavoured fondant into balls. Let stand until the surface is slightly hardened. Dip in melted chocolate and place on oiled paper to harden.

## Cocoanut candy

Roll small portions of the cream in shredded cocoanut and stand on oiled paper to dry.

## Bon Bons

Chopped nuts, dates, raisins, figs or cocoanut may be mixed with the fondant, or it may be coloured with a few drops of vegetable colouring.

## Stuffed dates

Stone dates, fill cavity with vanilla flavoured fondant. Or figs can be stuffed the same way.

## Fudge—a cooked sweet

2 cupfuls sugar
½ cupful Libby's Evaporated Milk
½ cupful water
2 ozs. chocolate
1 teaspoonful vanilla

Scrape chocolate fine. Mix with sugar, water and milk. Let boil slowly without stirring until a little dropped in cold water will form a soft ball. Let cool, add vanilla and beat until it starts to harden.

The next time you are ordering from your grocer include a few tins of Libby's Evaporated Milk with the order. Try it in coffee, or in one of the recipes in this booklet—the Tomato Soup, Eggs Epicure, Chocolate Cake, or any of the others. You will never want to be without Libby's Evaporated Milk again!

**It's the idea behind them**

—that makes every one of Libby's products so noticeably finer in flavour. The idea of preparing each food right where it is found at its finest. Peaches in Pacific Coast orchards, pineapples in Hawaii, salmon on Alaskan river banks. Every food goes into the Libby packages at the height of its perfection, and reaches you as perfect.

Additional copies of this booklet will be mailed to your friends upon receipt of coupon below. Send it to

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Advertising Department,

8 Great Tower Street, London, E.C. 3.

Please send the booklet "Finer Flavoured Milk Dishes" to the following people

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Signature
and Address _____